

ORIGINAL

Bell Atlantic  
1300 I Street, NW  
Suite 400 West  
Washington, DC 20005

Donald C. Brittingham  
Director - Wireless Matters  
Government Relations  
202-336-7873

EX PARTE OR LATE FILED



November 23, 1999

Ms. Magalie Roman Salas  
Secretary  
Federal Communications Commission  
445 - 12<sup>th</sup> Street, SW  
Room: TW-A325  
Washington, DC 20554

RECEIVED

NOV 23 1999

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Re: WT Docket No. 97-207

Dear Ms. Salas:

Today, the attached letter from Mark Tuller of Bell Atlantic Mobile was sent to Tom Sugrue, Chief of the Wireless Telecommunications Bureau. The letter describes Bell Atlantic Mobile's new Calling Party Pays service, called "Call Me".

Please include a copy of this ex parte presentation in the record for the above captioned proceeding. If you have any questions, you may call me on (202) 336-7873.

A handwritten signature in cursive script, appearing to read "Dan Brittingham".

Attachment

cc: T. Sugrue

No. of Copies rec'd  
List ABCDE

0 + 1

## **@Bell Atlantic Mobile**

180 Washington Valley Road  
Bedminster, NJ 07921  
908 306-7390  
Fax 908 306-7329

S. Mark Tuller  
Vice President - Legal and External Affairs  
General Counsel and Secretary

November 23, 1999

Mr. Thomas J. Sugrue, Chief  
Wireless Telecommunications Bureau  
Federal Communications Commission  
445 12th Street, S.W. Room 3C254  
Washington, D.C. 20554

Re: Calling Party Pays

Dear Mr. Sugrue:

Last week Bell Atlantic Mobile began offering a calling party pays service to our Delaware mobile customers. This service option, marketed under the name "Call Me," will free our mobile customers from the charges for incoming calls while in their service area. A copy of our news release and a copy of our Call Me service brochure are attached.

BAM's Call Me service does not require a special mobile phone number, and is available on BAM's regular service plans at no additional charge. We believe this service will create additional value for our mobile customers, and will encourage them to use their mobile phones in the same way they use their landline phone. If you'd like to sample how a landline customer experiences Call Me, please try dialing (302) 354-0010, which is an active Call Me number kept open for trial purposes. You probably will need to call from a residential or other non-PBX line.

After several months experience, we'll assess our results in Delaware and make a decision about future expansion. We will keep you informed of our progress. In the meantime, please call me if you have any questions.

Sincerely yours,



S. Mark Tuller

cc: Ari Fitzgerald, Chairman's Office

# NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
**November 15, 1999**

**Contact:**  
**Nancy Stark**  
**(908) 306-6762**  
**[starkna@bam.com](mailto:starkna@bam.com)**

**BELL ATLANTIC MOBILE CUSTOMERS SAY "CALL ME";  
NO LONGER PAY FOR INCOMING CALLS WITH NEW FEATURE**  
*Mirrors the Way Traditional Phone Service Works*

**BEDMINSTER, NJ** – With traditional telephone service, "collect" calls are the exception. With calls to wireless phones, "collect" is the rule. All that may change. Bell Atlantic Mobile today launched "Call Me," an option freeing wireless customers from the charges for incoming calls while in their service area. Currently in the US, wireless customers pay for both outgoing and incoming calls.

Delaware will be the test market for "Call Me" service, commonly referred to as calling-party-pays (CPP). Unlike other CPP offerings, customers do not have to get a new or "special" mobile phone number. There's also no charge to the subscriber for this feature; customers have this option on the company's regular price plans. Additionally, Bell Atlantic Mobile offers a unique "priority list" feature for customers to select up to five people whose incoming calls they will pay for.

"Call Me will make wireless more valuable for current wireless consumers, more affordable to those who do not yet have wireless, and more competitive with landline service," said Dennis F. Strigl, chairman and CEO of Bell Atlantic's Global Wireless Group. "Because the CPP concept mirrors the way traditional phone service has always worked, it will make it increasingly simpler for consumers to use their wireless phones as an alternative to their landline phone."

-more-

In addition to not having to pay for incoming calls in their service area, "Call Me" customers can also feel more comfortable giving out their wireless phone number. And callers benefit from CPP, too, because their mobile friends and family members will be more accessible when they leave their phones turned on more regularly, and have their mobile telephone numbers listed. Callers will hear a message informing them of the charges before the call is processed.

Bell Atlantic Mobile believes CPP could stimulate overall wireless usage, as well as increase the ratio of incoming to outgoing wireless calls. Today, only about 20 percent of wireless calls are incoming.

The Delaware test of Bell Atlantic Mobile's CPP service kicks off with a print advertising campaign, as well as television and radio spots featuring the 80s hit song "Call Me."

### **The Call Me Plan**

Here's how "Call Me" service works:

- "Call Me" service is offered on most Bell Atlantic Mobile price plans for new and existing Delaware customers, and allows them to receive all their incoming calls while in their "Call Me" service area at no charge.
- When the caller places a call to the wireless user, an announcement informs them of the charges they will incur. If the caller chooses to hang up when they hear the announcement, they will avoid "Call Me" charges.
- Callers who wish to proceed remain on the line, and when the call goes through, calls are billed to them at 25 cents a minute, 35 cents for credit card calls, plus any usual phone charges such as long distance and tolls.:
  - If the caller is on a Bell Atlantic landline phone, the charge will appear on their Bell Atlantic phone bill.
  - Callers who aren't using Bell Atlantic's local landline service to call the wireless customer can use most credit cards, and charges will appear on their credit card statement.

-more-

- "Call Me" customers can easily create and update, via a toll-free number, their personal priority list of five people whose incoming calls they will pay for.
- "Call Me" customers will be listed in Bell Atlantic Mobile's directory assistance service. This is the first time the company has listed mobile numbers.
- A voice messaging service is included with "Call Me;" the caller will be billed for the time spent leaving the message. Caller ID also is included free of charge.

###

Wireless Industry Analyst Mark Lowenstein, of the Yankee Group, has been briefed on this announcement (617) 956-5000.

Bell Atlantic Mobile owns and operates the largest wireless network in the East and systems in the Southwest, covering 180,000 square miles, and the largest chain of retail outlets devoted exclusively to wireless voice, data and paging. Based in Bedminster, NJ, Bell Atlantic Mobile has 6.9 million customers and 8,000 employees from Maine to Georgia and in parts of Arizona, New Mexico and west Texas. Through its "Wireless at Work..." community service program, the company uses its technology to help individuals and communities improve security and emergency communications. Bell Atlantic Mobile's parent, Bell Atlantic Corporation (NYSE:BEL) is one of the world's largest wireless communications companies, with domestic operations in 25 states and international investments in Mexico, Europe and the Pacific Rim. For more information on Bell Atlantic Mobile visit: [www.bam.com](http://www.bam.com); on global operations visit: [www.bellatlantic.com/worldwide](http://www.bellatlantic.com/worldwide).

# Bell Atlantic Mobile

C A L L M E

THE INCOMING CALLS KEEP COMING.  
AND THERE'S NO CHARGE TO YOU.



*Bell Atlantic Mobile rings in a new era  
in wireless service with Call Me.*

*This breakthrough lets you receive all  
your incoming calls while in your  
Call Me service area—at NO CHARGE.  
It's the closest experience to receiving  
calls on your home phone because you  
don't have to pay for the call.*

*Now you can receive incoming calls and  
talk as long as you like without counting  
the minutes. Feel free to give out your  
wireless phone number—and let those  
incoming calls keep coming.*

*Imagine: NO CHARGE for incoming  
calls in your Call Me service area.*

*It's the big break that wireless users have  
been waiting for and...*

*It's for you.\**

**Call Me. The mobility of a  
wireless phone. The economy of  
a home phone.**

Until now, every call you received on your mobile phone was like a collect call. But now, with Call Me service, when you receive calls in your service area, the calling party pays the service charge. And don't worry about surprising them after the call goes through—every caller can decide beforehand whether to continue with the call. Here's how it works:

- When the caller dials your wireless telephone number from a Bell Atlantic landline phone\*, an announcement informs them of the service charge. These service charges will appear on their Bell Atlantic phone bill.
- If callers aren't using Bell Atlantic's local landline service, they must use a credit card. The service charges will appear on their credit card statement, not their phone bill.
- Callers who wish to proceed remain on the line, and when the call goes through, calls are billed in full-minute increments, plus taxes.
- Callers who do not wish to pay for the call can simply hang up after the announcement and avoid Call Me service charges completely.
- With Call Me, the only time you are billed is when you receive a call while you're outside of the Call Me service area. In this case, the caller is billed for the per-minute airtime costs, but you are responsible for your usual roaming and long distance charges. (See pricing guide for cost information.)

\* There will be instances when a caller will be using an unbillable Bell Atlantic phone (pay phone, PBX, etc.) and will be asked for a credit card.

## Call Me Service Features:

### Free Mail Services:

Unanswered calls to your wireless phone may be automatically routed to Bell Atlantic Mobile Voice Mail Services. Please refer to the appropriate Voice Mail or Express Message Delivery Service brochure for more details. (In order to avoid Call Me charges in retrieving messages from other than your land phone, place the number you most recently call from on the priority list.)

### Caller ID:

Mobile subscribers may be able to view the calling party's number on their wireless phone, even if ID is provided at no additional charge.

There may be instances when the calling number is not available. Please refer to the Caller ID brochure for more details.

### Directory Listing:

Your wireless phone number will be listed in Bell Atlantic Mobile's directory assistance service, InfoAssist. Your wireless phone number may also be published in a Bell Atlantic phone directory in the future. If you do not wish to be listed, just let your sales associate know at the time of purchase or call Customer Service and we'll arrange for your wireless telephone number to be unlisted for \$1 a month.

## Call Me Service Area



## Call Me Service Pricing Guideline

Type of Call	Bell Atlantic Mobile Subscriber Phone Charges	Calling Party Phone Charges*
<b>Call Me Service Area</b>		
<b>Call Me Service Area</b>	No charge	25 cents per minute
<b>Outside of the Call Me Service Area</b>	Roaming, toll or long distance charges	25 cents per minute
<b>Long Distance</b>	No charge	25 cents per minute plus long distance and tolls
<b>Outside of the Call Me Service Area</b>		
<b>Call Me Service Area</b>	No charge	35 cents per minute
<b>Outside of the Call Me Service Area</b>	Roaming, toll or long distance charges	35 cents per minute
<b>Long Distance</b>	No charge	35 cents per minute plus long distance and tolls

\*Charges are in addition to caller's usual phone charges.

\*\*Caller must use credit card. VISA not accepted.

### Information for subscribers to Call Me service

Call Me service is subject to the terms of the Cellular Service Agreement and Price Plan. Please read and understand that before using. Our liability is significantly limited and disputes are settled by independent arbitration instead of jury trials.

\*Atlantic Mobile's calling area, rates, agreement, provisions, business practices, procedures and policies are subject to change, as noted in the Cellular Service Agreement. Call Me service may be discontinued at any time, upon 30 days' notice. If it is discontinued, it will revert to that stated in your price plan.

†Atlantic Mobile subscriber's name may be disclosed to the calling party to resolve dispute.

Actual coverage may vary from areas shown and may be affected by topography and other atmospheric factors. It is possible for service to be intercepted by individuals with certain equipment.

Note: Call Me service is not available with certain exchanges and in certain areas.

Call Me service area may be different from price plan home area.

Bell Atlantic Mobile reserves the right to withdraw this service at any time.

For more information call

1-800-255-BELL

www.bam.com